

**ABSTRACT OF THE DISCLOSURE**

A system for interacting with viewers of television programming includes a television set and a network terminal for each such user. The terminals are connected by the network to an interactive server which maintains a first database of persistent information for each user and a second database of current preference information for each user. The current preference information includes registrations of users as viewing particular programs or as participating in certain activities chronicled in television programs, such as lotteries, polls, and product promotions. According to information in the first and second databases and according to current user requests, the interactive server forwards information to users' terminals, modifies content of all television programming, or modifies content of television programming targeted to certain users or groups of users for selection by those users' cable or satellite set-top boxes.